

# Bottled Water in Romania

December 2023

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## Bottled Water in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Decelerating growth for bottled water as prices increase and consumers trade down

Ongoing diversification in packaging as on-the-go consumption increases

Functional and flavoured water drive growth as consumer interest in novelties rises

#### PROSPECTS AND OPPORTUNITIES

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Local players aim to become a regional force over the forecast period

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